MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK3164 – Industrial Marketing

11th March 2016
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages with **SIX (6)** questions.
2. Answer **ANY FIVE (5)** questions.
3. Answer in the answer booklet provided.

There are SIX (6) questions in this section. Answer ANY FIVE (5) questions.

Question 1

List and describe the **EIGHT** (8) major stages of an organisation's buying process.

(20 marks)

Question 2

In capturing cost savings through improved procurement, firms operate at different levels of development and emphasize different pathways to cost reduction and revenue enhancements. Discuss the **FOUR (4)** levels of procurement development and pathways to revenue enhancement.

(20 marks)

Question 3

Describe and explain the **FOUR (4)** *Brand-Building* techniques that can be applied by Digi telecommunication service provider, to build its brand.

(20 marks)

Question 4

Discuss the methods that a B2B firm can apply to nurture and sustain job satisfaction among its sales force.

(20 marks)

Question 5

Evaluate the advantages and disadvantages of having Internet marketing strategies.

(20 marks)

Continued....

Question 6

a. What is relationship marketing? Explain briefly.

(10 marks)

b. Why marketing managers usually prefer to use Customer Relationship Management tools in their organisations? Discuss.

(10 marks)

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